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Giants  
of the  
Show Room

★ JAN 30 1936  
U. S. Department of Agriculture

1936

MISS GLORY

*Ballay*  
DAHLIA  
GARDENS

PALO ALTO, CALIFORNIA U.S.A.



FIFTEENTH ANNUAL CATALOGUE

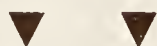
# BALLAY DAHLIA GARDENS

R. D. 1, BOX 675

PALO ALTO, CALIFORNIA

Telephone: Palo Alto 3570

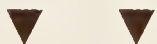
(Member of the National Association of Commercial Dahlia Growers)



EASTERN REPRESENTATIVE:

Success Dahlia Gardens, Lawrence, Mass.

(CHARLES G. REED)



## DAHLIA SEEDS:

Hand-Pollenized Seeds from the Largest and Best Varieties . . . . . \$10.00 per 100 net

These seeds are from the very best dahlias grown and are the same as we plant ourselves. Such seeds are never plentiful. It should be borne in mind that growing dahlias from seed is solely a matter of experiment. It is not easy to originate a good new variety. From a packet of seeds you will get many kinds and colors and you may be fortunate in getting something very good. Some of our seed customers have been quite successful. The better the seed, the better the chance.

## DAHLIA COLLECTIONS:

Special Dahlia Collections . . . . . \$25.00 per dozen and \$10.00 per dozen net

These collections are made up of first-class varieties, all different and all tagged with their proper names. Each collection is worth at least double the amount charged according to catalogue list price. Purchases made in this manner represent real bargains.

At the San Francisco Show, we won the Best Collection of Decorative Dahlias, 12 varieties, the Best Collection of Semi-Cactus Dahlias, 10 varieties, and the Best Twelve Dahlias of California Origin. Included in these winning collections were California Idol, California Rose, Bosphorus, Eugenia Ballay, Eagle Rock Fantasy, Grandee, Murphy's Masterpiece, Chas. G. Reed, Glamour, Cameo, Dresden, Mary Elizabeth Redfern, Bing Crosby, Full Moon, Strongheart, Satan, Don Juan, North Star, Cadet, Palo Alto, Amelia Earhart, Elegance, Achievement, Conquistador, W. H. Waite and Miss Glory. It is of these varieties that our Special \$25 and \$10 Collections are largely made up.

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# BALLAY-SUCCESS DAHLIAS

Lead the world in size, beauty and prize-winning.



# ★OUR NEW INTRODUCTIONS FOR 1936

**AZURA**—Inf. Dec. Rosy lilac with a bluish violet sheen. A very large deep flower which can compete in the “largest” class, many blooms measuring 12 to 14 inches in diameter. Plant tall and strong and free blooming and the blooms have a distinctive and interesting formation. This is not “just another rose pink” but the very best in this color range. Winner as Best Undisseminated Decorative at the San Francisco show.....\$15.00 Net



**CALIFORNIA PEACH**—Semi-Cac. Bright coral or peach pink, a pink without any trace of lavender. Reverse of petals a lighter shade. Size and formation of this flower are very similar to Satan. It is a seedling of Satan crossed with Eagle Rock Fantasy and the foliage and general habit of growth are much like the latter. The good qualities of both parents have been improved upon, if anything, in this origination. A great bloom of Satan of rich glowing pink is a dream come true. California Peach was the great sensation at the Boston Show, winning there as the Best Flower in the Show, the Massachusetts Horticultural Society's Medal as the

Best New Dahlia, and also the Achievement Medal. Winner also as the Best Undisseminated Semi-Cactus at San Francisco. This variety will prove to be worth far more than we are asking but we do not want to make our prices out of the reach of many real dahlia lovers. As it is not an early bloomer it is well to allow the very spectacular crown flower to bloom for exhibition purposes. Included in all the 1936 Rolls of Honor and we quote below statements of the impressions it made on the world's greatest authorities on dahlias: Mr. Derrill W. Hart in the Flower Grower describes it as “A grand dahlia of real distinction and beauty . . . and a dahlia that will make a high record of winning because of its size and distinction. You can get a perfect idea of this flower if you imagine Satan in a clear coral pink.” Mr. J. W. Johnston in House Beautiful states, “This is a giant semi-cactus, bright coral or peach pink. . . . Its form together with the color makes it a spectacular dahlia and one I feel sure will make its mark in gardens and show rooms next year.” Mr. Leonard Barron in American Home calls it “a flower not too large; carrying the flower erect and promises well . . . a dahlia that won honors on both coasts.”

\$15.00 Net



\*Read carefully Conditions of Sale on page 15. All orders for our 1936 Introductions are accepted with this understanding.



**CHEROKEE**— Semi - Cac. Lavender pink with a light center. A positive semi-cactus which in some respects might be described as a very much improved Marion Broomall. Flower is large and deep with plenty of petals and the stems are extra long and straight. Since it is an exceptionally free bloomer it is invaluable as a cut flower and the color appears to particularly good advantage indoors. This is an addition to the rather weak true semi-cactus class that will be well received. Include Cherokee in your 1936 garden and you will always grow it. If you liked Elegance, you will like this one. At the very colorful San Mateo Garden Fiesta a large vase of 25 blooms of Cherokee was one of the big attractions of the show. Plant does best if allowed to branch early by cutting out the center.

\$10.00 Net

**MISS GLORY**—Semi Cac. Apricot-yellow. This dahlia has been a close rival of California Peach this season. We cannot say which is the better. It too bears some resemblance to Satan but has finer petalage and is more incurved. The illustrations on the front cover depict its fine form and the soft, mellow color is quite entrancing. What California Idol is in the yellow decorative class this is to the yellow cactus. It is massive in size, yet an extremely refined flower in every sense. A free and an early bloomer with perfect stems. At Storrs Trial Gardens it received a Certificate of Merit with a score of 86. At Bronx Park Botanical Gardens, New York City, where it was grown under number, it was one of the most popular entrants. In our own display garden it was one of the general favorites. This is a real dahlia with a future. The following extracts concerning Miss Glory are taken from the 1936 Honor Rolls: From Mr. J. T. Johnston's very excellent review in House Beautiful: "This new one is a very large semi-cactus, adding another fine dahlia to this type for the year. The color is a soft apricot yellow; the petals are well rolled and considerably incurved. It blooms early and freely and has good foliage with long strong stems that support the flower nicely. . . . This dahlia is well regarded on the west coast, three different and capable dahlia fanciers writing me about it." By Mr. Hart in Flower Grower: "Certificate at Storrs, 1935, and winner as best 2-year old at San Francisco, 1934. The color is a luscious pale apricot, and the judges at Storrs generally considered this one of the outstanding dahlias at the trial grounds this year." Mr. Barron in American Home describes it as "most pleasing in decorative arrangements and in the garden."

\$15.00 Net



**MONA LISA**—Inf. Dec. Purplish maroon. A large and pleasing new dark dahlia that will not fade in the sunshine. One of the first to bloom, and is still going strong at the end of the season. It is particularly useful in that it is just the proper color note to bring out other shades both on display and in the garden. Dark dahlias by contrast emphasize the true beauty of other softer colored ones. Then, too, in a collection, all else equal, the blue ribbon goes to the one representing the greatest range of color. Mona Lisa is the best dark dahlia we have seen .....\$10.00 Net

**ROMEO**—Inf. Dec. Brightest scarlet, a color as appealing as the red, red rose. The form of the flower also is particularly attractive and adds much to its beauty. In spite of the common opinion that red dahlias predominate, the fact is that really first-class reds, in comparison with a number of the other colors, are quite scarce. This red is of good size and very satisfactory, and next season we hope to release something in red, the like of which you have not yet seen .....\$10.00 Net

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## Other Dahlias of Our Own Creation

**ACHIEVEMENT**—S. C. Gold with bronze shadings. This dahlia won the American Home Achievement Medal at San Francisco in 1930 at which time it received the name it bears. It was also a Roll of Honor dahlia the same year and has been one of our largest and most satisfactory dahlias to date. Many blooms will measure over 12 inches with corresponding depth and on absolutely perfect stems. The flower has a pleasing informal appearance with the petals curled and twisted in an artistic fashion, and its good substance insures a wealth of perfect blooms under all weather conditions. It continues to be a winner, receiving among other prizes a Blue Ribbon at the World's Fair Show.....\$2.00

**ALBATROSS**—I. D. Soft cream shading to greenish yellow at the center, tips of the petals sometimes being lightly touched with apple-blossom pink. This new dahlia is large as all popular new dahlias must be, it has delightful and unusual coloring, and the formation is strikingly distinctive with petalage suggestive of the water-lily. A huge pond-lily is what it looks like with its petals broad and flat at the base and turned up decidedly at the tips. The stem is very strong, holding the flower always upright. Center is full and closed all season.....\$3.50

**BOSPHORUS** — Inf. Dec. Deep burnt orange or golden brown. A fine, large, well shaped flower in a color that is new in our experience. It is a dark flower, almost as deep in the orange tone in the body of the flower as maroon is to red, but shades to a lighter orange at the edges of the petals. We recommend this dahlia on its color but it is charming and satisfactory in all respects. This variety should be grown strong from the start like Full Moon and some other dahlias with stalky habits and it will have a long straight stem and will be immensely attractive when cut. Certificate of Merit at Storrs .....\$7.50

BOSPHORUS

**CADET** — S. C. Light primrose yellow, almost cream. A fresh, crisp flower somewhat similar in formation to Satan. This type of cactus dahlia in the shade mentioned is truly distinctive. The petals, long, well-rolled and but slightly incurved, are well placed and just numerous enough to form an exceedingly graceful flower. So clean-cut in form and color, it impresses one as having been artificially fashioned by the deft hand of a skilled artist. Will grow large on a tall straight stalk. We are told that we have been too conservative in putting forward this dahlia, that it is a light yellow Satan and far superior to Frau Bracht and other dahlias resembling it .....\$5.00





CALIFORNIA IDOL

**CALIFORNIA IDOL**— Clear bright self-colored yellow. The accompanying picture was sent us by one of the best amateur growers in Los Angeles. Many other excellent reports have come to us. A customer in South Carolina writes it is the best dahlia he ever grew and that it will be a long time until anyone else puts out a dahlia equal to it. From Ohio we are informed that it was one of the few outstanding dahlias of last year's introduction. A man in Kentucky who grows all the new ones has written that it was the best in their garden and the best dahlia they ever saw. At the San Francisco Show a 15-inch bloom won as the Largest Flower in the show and it was also the Best 12. In several Eastern shows it won as the Best Specimen Bloom in the Show. Last year it received the Achievement Medal at Boston and was the Best Undisseminated 3-year old at San Francisco. It was also included in both the American Home and Mr. Derrill W. Hart's Honor Rolls, Mr. Hart describing it as follows: "This giant yellow has a coast-to-coast record as a 1934 winner. At the show of the Dahlia Society of California it won the Gold Medal as best 3-year old seedling. At Boston it won the Achievement Medal as best undisseminated dahlia. It was one of the outstanding varieties at Storrs this year. It is a fine grower with a deep flower of clear glistening yellow, a true pastel shade. Here will be a new competitor in the specimen bloom classes." California Idol is one of the truly great dahlias. The growth of the plant is ideal. Average height is about 5 ft. Blooms early and freely. Foliage clean and attractive. Keeps well when cut.....\$10.00

**CALIFORNIA ROSE**—Inf. Dec. Clear bright rose. Exquisite coloring, large, tall-growing, describe in a few words the salient features of this unusually satisfactory new dahlia. We have supplemented the descriptions of a number of our dahlias this year with a small picture, so that you can see to some extent what the flower looks like. This variety as you will note is one that is well worthwhile. California Rose is also included in Mr. Hart's 1934 Dahlia Review. For a number of years, Mr. Hart, in his annual Roll of Honor, has been able to select with remarkable accuracy the future dahlia favorites. We quote Mr. Hart's statement: "One of the most beautiful of the novelties, and I must assume it was not shown in California or else we should have heard more about it. A bright salmon rose and a particularly beautiful flower for cutting. It was the best keeper I had on trial this year. Flower large, but extremely graceful." Certificate of Merit at Storrs.....\$7.50

**CELESTE**—I. D. Lilac pink overlaid with carmine. A very handsome large flower that is attractive especially because of its peculiar shadings of color. The well-branched plant produces deep, well-built blooms over a long period. There are no faults noticeable to take from the general usefulness of this valuable addition to dahlias of this color range.....\$1.00

**CHARLES G. REED**—I. D. Purple red or petunia red as an authority on dress materials called it. This year for the second time this variety won as the Best Bloom in the Show at the National Show in London, England. Has won similar prizes in many places and was a Roll of Honor dahlia in its introductory year. It is an unusually large variety held upright on a perfect stem. Bush is of rather low growth with the branching habit which makes it ideal for all purposes. Blooms profusely. One of the best.....\$1.00

**CONQUISTADOR**—S. C. Soft creamy yellow shading to a glowing pink at the base of the petals. The pink coloring is very pronounced and gives to the flower the appearance of being illuminated from within. The plant is extraordinarily tall and the flowers can be cut with 4-foot stems. The bloom is in proportion, being regular, rather coarse petaled, broad and deep. Almost every exhibit at the San Francisco Show this year contained some blooms of Conquistador. Twice this dahlia won the Gold Medal as the Best Dahlia in the Show at the California Flower Festival. Roll of Honor .....\$1.00



**DAHLIAMUM**—S. C. Clear bright yellow. A dahlia that has a chrysanthemum-like appearance, hence its name. While we have from time to time received good reports on this variety, we feel it is a dahlia that should be better known in fairness to its merits. It has been called by florists the perfect dahlia because it combines size and beauty with the lasting qualities necessary for their purpose. The price is now within the reach of all....\$1.00

**DOLOROSA**—I. D. Deep bluish lavender. The blue is just a little more pronounced than has appeared heretofore. Perhaps it is a step toward a real blue, if that much heralded specimen ever comes. At any rate, this is a very pleasing variety, with big full flowers held up on long hard stems. The petals are somewhat pointed, the center is tight and holds well, the stems are long-jointed and so are not burdened with leaves.....\$1.50

**DOMINO**—F. D. Deep unshaded maroon. A very dark decorative that does not fade or burn in the sunshine. It is about a 10-inch dahlia, very formal in type, and compactly built of many rows of broad, flat petals. It will start to bloom early, produce freely all season, and the well-branched stalks of medium height are very straight and strong. To those who are interested in a beautiful and useful dark dahlia, we can cheerfully recommend this one .....\$2.00

**DON JUAN**—Semi-Cac. Scarlet orange with a reverse of lighter orange. This is one of the truly spectacular varieties and should add to the fame of Ballay-Success Dahlias in the "Giants of the Show Room" class. If you have a crown flower of Don Juan for the show you will be hard to beat. Later blooms will be very numerous and large, but an occasional one may have a crook in the stem. This variety is a true semi-cactus with the center rows of petals rather broad and spreading but with the outer rows decidedly rolled and well incurved. Color is just about as bright as it is possible for a color to be. It has brought favorable comment from those who have seen it growing, and from the exhibitor's point of view we consider it one of the most sensational of the newer introductions.....\$7.50

**DONNA CALIFORNIA**—I. D. Deep rose pink suffused with lavender. This is still one of the largest dahlias in this color. 12-inch blooms are produced without effort through a long period. The flower is not particularly heavy considering its great size, as its even petal formation is loosely arranged rather than solid. The stems are very long and very strong. Prize winner and Roll of Honor dahlia ..... \$1.00

**DRESDEN**—I. D. Clear pink lavender. Here good color is very much in evidence. The lavender is plainly of the rich pink tone throughout the flower and is in no sense a bluish lavender. This rich coloring is well supported by large size, full formation and a matchless stem. No visitor ever fails to inquire about this one, always remarking that it is exquisite. Blooms with exceptional freedom. Dresden appears to have made a great hit the past season, having done especially well in the Middle West—scored 88 at Ohio Trial Gardens. If the tips of stems are boiled, as should always be done when dahlias are cut, this variety will prove an excellent keeper ..... \$2.50

**DRUM MAJOR**—For. Dec. Pale gold with a reverse of deeper gold. A very, very tall dahlia, standing head and shoulders above all the rest, and very large and showy. Not an early nor particularly free bloomer but all flowers are perfect on extremely good strong stems. Have you ever needed some large flowers on 4-foot canes to top off your exhibit? This variety will serve that purpose and may win a prize for you, too.....\$5.00



CALIFORNIA ROSE (*Upper*)  
DON JUAN (*Lower*)





DRUM MAJOR



GLAMOUR

**ELEGANCE**—S. C. Center and tips of petals yellow, body of flower glistening coral. We classify this variety as semi-cactus but it is not far removed from the true cactus type. A noticeable swirl to the petals is also reminiscent of certain English type cactus varieties of some years back. Few dahlias have been so cordially received on their first appearance as this one and we consider it one of our very best varieties because of its unusual charm and beauty and because the great quantity of blooms it gives are useful for every purpose. It is a full, deep flower with ideal habits. Described on the 1933 American Home Roll of Honor as "a most pleasing variety producing a wealth of bloom of very pleasing and artistic appearance". Winner of the Santa Barbara Trophy at San Francisco and a Blue Ribbon at the World's Fair Show. Mr. Harley Peck in his Golden Rule Schedule of Ratings gave Elegance the highest score of all dahlias. Popular in England .....\$3.50

**EUGENIA BALLAY**—I. D. Rich cream. This dahlia won in 1933 as the Best Established three-year old in keen competition at the Palace Hotel Show and can always be counted on to exhibit to good advantage. It is a very early and a very prolific bloomer. Under favorable weather conditions the blooms will easily attain 10 to 12 inches with corresponding depth, and at all times will have very long strong stems. In California everyone admired the color and fine habits of this dahlia and now good reports have come to us from many places. This variety was named in honor of our mother and we hope it will worthily perpetuate her name. Eugenia Ballay, along with Palo Alto, Satan and Full Moon, is mentioned in the list of the better new dahlias compiled by Dr. Marshall A. Howe of the New York Botanical Gardens and published in the Flower Grower. Outstanding at the Georgia Experimental Test Gardens.....\$2.50

**FAIR ELAINE**—S. C. Delicate old rose. An extra good variety with long evenly rolled incurved petals. Without heavy disbudding it will produce great quantities of good flowers until the very end of the season. Excellent lasting qualities when cut. Roll of Honor Dahlia in 1929 \$1.00

**FLORENTINE**—F. D. Bright mallow purple. From the thousands of seedlings we grow we have ample opportunity to study the dahlia in its many phases from a standpoint of real progress. Many new colors appear but the problem is to get the outstanding colors in flowers that show equal advancement in other respects. Good purple shades are not plentiful and we thought the color of this dahlia especially worthwhile. The huge flower superbly built in formal fashion presents a striking contrast alongside dahlias of colors more frequently seen. It is congenially at home among the best, possessing all good qualities.....\$2.50

**FULL MOON**—I. D. Canary yellow. Here is a variety that can be truthfully called a superlative dahlia and it seems to improve each year. The large distinctive blooms easily measuring 12 inches across, are regularly formed of very broad flat petals that terminate in a perfectly full and artistic center. The thickness and strength of the stems are particularly noticeable and the flowers are always upright, never facing the least bit to the side. We have never seen a variety more consistent, every flower being massive in size and perfectly formed, and the foliage is always clean and bright. In its first year this dahlia made a good start in the East, winning the Gold Medal of the Dahlia Society of California as the best dahlia of California origin, and was also the largest flower in the show, at Boston. It has since won many prizes as Best Yellow, and in some cases as Best Bloom in the show, some customers stating they have grown 13 and even 14 inch flowers without any special effort. It was among the winners at the World's Fair and was a Roll of Honor dahlia in 1932.....\$1.50

**GLAMOUR**—Inf. Dec. Bright apricot overlaid with sunset pink. This is one of the finest of our new introductions, a 12-inch flower with perfect form and delightful color. The color resembles somewhat Chautauqua Sunset and the stem is long and the plant well branched. As we are writing this on Nov. 12th there are still many large closed-centered blooms on the bushes that we are cutting to sell .....\$5.00



**GRANDEE**—I. D. Light nopal red shaded orange yellow. We have had reports of this dahlia having been grown over 16 inches. One man in Southern California writes that he had a bloom of Grandee over 16 inches by actual measurement and that it was not a terminal flower. There were three other flowers on the bush at the same time, all of which were very large. It has won as the largest flower in a number of shows. Last year it was Largest both at the Los Angeles and Long Beach shows, and previously at the California Flower Festival. A report from Holland stated that it was the largest American importation. In 1933 it received the Achievement Medal at San Francisco and the same year was described by Mr. Hart on his Roll of Honor as follows: "‘Great’ is indeed the right adjective to use here. A very large flower of a striking combination of Spanish red and golden yellow. . . . It has individuality." Grandee is a model exhibition dahlia. Height of plant is about 4 feet. A free and early bloomer. The accompanying photograph will give you some idea of its appearance. . . . \$5.00



GRANDEE

**MAY DAY**—Inf. Dec. Rosy pink lightly touched with gold. A variety of medium size that is an exceedingly prolific bloomer. Pleasing formation and excellent coloring that everyone loves. It will never win as the largest flower in the show but with a few plants it would not be hard to have a vase or basket of 12 or even 25. At the California Flower Festival, where our display last year was again awarded the First Prize, a large bowl of this dahlia combined with the maroon colored blooms of Domino was a novel arrangement and one that attracted a great deal of attention. Certificate of Merit at Storrs. . . . \$5.00

**NOB HILL**—I. D. Pale orange. Occasionally you see a bed of dahlias containing so many blooms that there does not seem to be room for a single one more. That is how Nob Hill looked last September. In the first crop from eight to a dozen large disbudded flowers on each plant opened all at one time, all with long upright stems, fairly covering the plants. On close examination you would have found every bloom very large and deep and perfectly formed, almost every one suitable for exhibiting in the show. The gay and colorful shade of the flower is another feature to be considered. All our dahlias are tried out in the East before being released and we get a conservative report. The notation for Nob Hill was "Very fine" . . . \$2.50

**NORTH STAR**—Semi-Cac. Light yellow. If this dahlia were finer petaled, it would belong to that rare class of cactus called straight. The regularly formed flower is at once suggestive of a star. Size and stem are good and it is another that will supply many good flowers until late in the season. Furthermore, it is a good keeper, and we do not hesitate to recommend it as a very useful and beautiful cut flower. . . . \$5.00

MAY DAY



NORTH STAR







PALO ALTO

**PALO ALTO**—S. C. Bright pinkish salmon shading to a sort of salmon gold at the center. "Perfection" would have been an appropriate name for this dahlia, for, as our Eastern representative, Mr. Reed, says, "it has everything". Color is positive and clear both in and out of doors; size conservatively 10 to 12 inches across by 6 inches deep (some customers have reported blooms much larger and deeper); moderate semi-cactus formation perfect, with centers always closed and all alike; stem stalks very tall, straight and long-jointed; blooms freely both early and late; good substance and so lasts well whether growing or cut. The prediction Mr. Hart made in his 1932 Roll of Honor, that it would surely be one of the sensations of the following season, has come true. We continue to be informed that it was very outstanding wherever shown, and was particularly good in the amateur classes, being a variety that even a beginner can grow well. Was awarded the 1933 Achievement Medal at Detroit as the Best Flower in that very fine show, which gave us four dahlias that had been Achievement Medal winners, namely, Grandee, Satan, Achievement and Palo Alto, and now we have California Idol and California Peach to add to our Achievement Medal dahlias. It also received a Certificate of Merit at Storrs. Everybody likes it, exhibitors, florists and garden enthusiasts. Do not fail to grow this one, as it does well everywhere .....\$2.50

**RAPIDAN**—F. D. Golden bronze. A huge symmetrical flower borne upright on an extra long thick stem. A dozen perfect blooms can be cut from the plant at one time and little disbudding is required. These features combined with the lively coloring, which is exactly what the florists want, has made Rapidan invaluable as a commercial variety. There is no need of worry about them keeping fresh. It might be called a cut-and-come-again variety as crop after crop of choice blooms succeed each other through the whole season. Not spectacular but absolutely reliable and ornamental .....\$1.00



**RED LION**—I. D. Bright red. Another large dahlia that serves the florists' purpose well. A vivid red is always desirable when it has all the good qualities this dahlia possesses. Quantities of first-class blooms loaded the bushes until the very end which never fade or burn. Stems hold the flowers just right whether desired for garden display or for the house. The bloom is oval-shaped with broad heavy petals continuing well to the small pointed center .....\$1.00



**STRONGHEART**

**ROYAL FLUSH**—I. D. Brightest scarlet. A sensational variety both as to color and size. One bloom we measured was 11½ inches and there were larger ones. Considering that our dahlias receive only ordinary field culture, such blooms demonstrate the possibilities of this flower. Furthermore, the brilliant coloring seems to accentuate the size. The formation is full and deep and the stem strong and sufficiently long. Performance was fine all season.....\$1.50

**STRONGHEART**—F. D. Amber-gold. Another dahlia with no imperfections. This has always been one of our favorites and is truly a gem of a dahlia. Its size is of generous proportions, combined with great beauty of form and color, and it has a long perfect stem. While coming nearer to the formal type of decorative than any other classification, it is not decidedly formal, as the petals are longer and rather inclined to curve more than is usual with this type, especially in the late season. Mr. Hart deemed it worthy of a place on his 1932 Roll of Honor and it also won a Certificate of Merit at Storrs; also a Certificate in Holland. This variety has proven to be a very handsome and useful cut flower as well as an exhibition bloom. No other dahlia has exactly the same color. One of the leading catalogues in the country describes it as being one of the most admired dahlias in the garden and one of the best sellers.....\$2.00

**SATAN**—S.C. Flaming red with a slight touch of gold at the center. The very fine picture shown herewith was sent us by our customer in Japan. This 14-inch bloom won as the largest and best bloom in the show at Sapporo, Hokkaido, Japan. In previous catalogues we have listed a number of prizes won as Best or Largest in many of the leading shows, including an Achievement Medal. We told of its record at Storrs Trial Gardens and its place on the Roll of Honor, and of similar honors won at the World's Fair, at New York, San Francisco, and other shows too numerous to mention. Satan has headed many popularity contests, such as the one conducted yearly at the Bronx Park Botanical Gardens, New York City, the "Garden Quarterly" on the Pacific Coast, and the one published this year in the Flower Grower. Doubtless it is the most popular dahlia in the world today. Certainly no dahlia is more sensational or spectacular than this giant cactus. A reliable New York grower reports he grew Satan 16 inches.....\$2.00

**SATAN**



# Good Varieties of Other Growers

- AMELIA EARHART**—S. C. (Cordes) Apricot-buff with salmon shadings. This very large and beautiful dahlia has the distinction of being the winner of two Achievement Medals and many other prizes and is a Roll of Honor dahlia. The originator can be justly proud of this wonderful new California introduction. It grew most satisfactorily for us, confirming all the good reports we had heard about it. Bloom is richly colored, large and deep, held nicely facing on a good stem. One of the very best .....\$2.50
- AMERICAN LEGION**—S. C. (American) Bright yellow. Our stock of this dahlia was strong and vigorous and produced giant blooms on long strong stems. It has frequently been a winner in the "Largest" class and has achieved much popularity throughout the country. Good growing habits with heavy bright foliage.....\$2.00
- ANALEE McCLURE** — I. D. (Broomall-Stephenson) Pure white. A lovely new white from the same source as Margaret Broomall. Flower is large and grows upright on the stem which is long and strong. We have watched this variety with special interest since white flowers are so popular at the present time and feel that this is one that can be highly recommended. The numerous flowers are useful both for exhibition and cutting.....\$7.50
- ANGELO ROSSI**—I. D. (Redfern) Orange-buff. This fine new California dahlia in some respects bears a resemblance to Jane Cowl. It is a free and early bloomer, making a plant of strong, rugged growth. On the Roll of Honor last year and is reported to have done well in many sections of the country.....\$10.00
- BETTY COLTER**—I. D. (Success) Light salmon red. A very worthy variety of distinctive coloring and pleasing form. Has achieved much popularity wherever shown.....\$1.00
- BING CROSBY**—I. D. (Stephenson) Bright yellow lightly striped with red. One of the best bi-colors we have seen and a very large flower. Strong grower with good habits. Described by the originator as a glorified La Fiesta. Achievement Medal winner at Los Angeles in 1934.\$5.00
- CAMEO**—F. D. (Fisher-Masson) Soft coral or salmon pink. We consider this dahlia one of the most satisfactory we grow. Through the whole season it produces large perfect blooms on good long stems. Color is most pleasing. Recommended for all purposes.....\$2.00
- CAVALCADE** — (Groll) Rose-magenta. A new dahlia of medium size that is quite similar to Jersey Beauty in growing habits but of deeper coloring. Jersey Beauty has enjoyed great popularity with the florists and this should be a welcome companion to it. A liberal producer and good keeper .....\$5.00
- CAPRICE**—F. D. (Mawson) Golden yellow shading to salmon pink. Magnificent blooms of this dahlia have been consistent winners in the Best Dahlia in the Show classes in San Francisco. The plant is a strong grower and holds the flowers up well on long strong stems.....\$1.00
- CHAMPOEG**—I. D. (Crites) Canary yellow shading to salmon pink at the edges of the petals. This dahlia is distinctive because of the very pronounced combination of color. Bloom is large with a good stem .....\$1.50
- CHAUTAUQUA SUNSET**—I. D. (Chautauqua) Sunset pink and gold. A 1932 introduction of most beautiful coloring and with good size both as to diameter and depth. Stems and centers are always good. This new dahlia from the East proved itself worthy when growing under California conditions .....\$3.00
- DAILY MAIL**—I. D. (Stredwick) Deep yellow shaded orange. A fine importation from England both in the matter of size and habits. Excellent flowers are produced freely and continuously on long fine stems. A very good variety .....\$1.50
- EAGLE ROCK FANTASY**—I. D. (Broomall-Success) Clear lavender pink. This is a 1930 introduction of ideal habit and mammoth size. Winner in several shows as the largest flower exhibited. 12-inch blooms are the rule rather than the exception. The broad tapering petals produce a flower of extraordinary charm and it has all the qualifications necessary to designate it as one of the best dahlias to date. It is, of course, on the Roll of Honor .....\$2.00



- EAGLE ROCK WONDER**—S. C. (Broomall-Success) Orange buff shading to rose and salmon. Another massive Broomall variety that responds remarkably to good care. It is one of the most vigorous growers we have seen. It has won as largest and best dahlia in Eastern shows and is another Roll of Honor dahlia. Long strong stems and habitually good foliage make it a worthy garden variety as well as a marvel in the show room.....\$1.00
- ELISSA LANDI**—(Cordes) Light pinkish orange. A regularly formed flower of good coloring and with good growing habits. Stem long, strong and straight. Roll of Honor.....\$2.50
- FIREMAN**—I. D. (Success) Cardinal red lightly touched with gold. A grand 1934 introduction with an Achievement Medal and a Roll of Honor record to its credit. This dazzling red dahlia strikes us as being one of the best new ones with its ideal plant growth and free blooming habit. A winner of major awards.....\$5.00
- FRANK SERPA** — I. D. (Serpa-Pelicano) Pale pink shaded rose at the edges of the petals. The two-toned effect gives the flower an interesting appearance. Bloom is of good size on a long stem. Achievement Medal winner at San Francisco in 1934.....\$7.50
- F. W. BUTLER**—F. D. (Boston) Gold suffused with red. A very large deep flower, the originator describing it as her largest introduction. The plant is of medium height and carries the heavy blooms well. The flower is quite regularly formed with a full solid center.....\$1.50
- GRACE CURLING**—I. D. (Stredwick) Lilac pink. A very fine dahlia from England with good coloring and habits. The broad curling petals are tastefully notched at the tips which adds a distinctive touch to the flower. Much admired at all times as it maintains itself well through the whole season ..... \$1.00
- H. R. S.**—I. D. (Seal) Golden yellow. This is a very fine large dahlia in the most pleasing shade of yellow, especially good under artificial light. Bloom is well formed with long petals and has a long stiff stem with habitually good foliage. Roll of Honor in 1933.....\$3.00
- INDIANA MOON**—I. D. (Martin) Pale dull yellow lightly shaded pink. A large and attractive dahlia from the Middle West that won a place on the Roll of Honor in 1931. The flowers are consistently well formed with good strong stems and good habits. A fine new variety ..... \$1.50
- ISABEL McELNEY**—I. D. (Boston) Reddish old rose. A new long stemmed dahlia of an unusual “pin-wheel” formation. Flower is very attractive and of large size and is an early and generous bloomer. Color most pleasing.....\$1.50
- IVORY**—F. D. (Boston) Ivory white. This is an excellent variety of rare coloring and pleasing appearance. The blooms are large and composed of long pointed petals that curve backward slightly ..... \$1.00
- JANE COWL**—I. D. (Downs) Bronzy buff shading to gold at the center. This is one of the most popular dahlias of recent years. Originated in New Jersey, it appears to adapt itself readily to all localities and has won prizes in many parts of the country. We have first-class stock of this fine variety ..... \$1.00
- JERSEY BEACON**—F. D. (Waite) Oriental red with a reverse of tan. The brilliant blossom is large and deep and held up well on a tall stalk. A very fine Eastern dahlia ..... \$1.00
- KATHLEEN NORRIS**—I. D. (Fisher & Masson) Mallow pink. This is one of the best of the real pink dahlias. Especially desirable because of its exquisite coloring, it also has size, good form and a long strong stem. Although originated in the East, this dahlia has been named for a well known and much admired California woman .....\$1.00
- KAWEAH**—I. D. (Meusdorffer) Deep cerise with rose shadings. Blooms measuring about 15 inches in diameter have been exhibited by the originator of this dahlia at the San Francisco shows, winning as largest flower. A bloom sent from San Francisco by air express to the World’s Fair Show at Chicago created a sensation there and won as the largest bloom for that day. In addition to immense size it also has splendid form, substance and stem. A sensational new dahlia ..... \$2.50
- KEMP’S PURPLE WONDER** — I. D. (Kemp) Pansy purple. Large flower on good stem. The rich color is pleasing and unusual. Foliage dark colored and tough in texture. This variety has been very much admired .....\$3.50

- KEMP'S WHITE WONDER**—I. D. (Kemp) White. Admittedly the best white informal decorative to date. Flowers are of great size and most pleasingly formed and are held on the best of stems. Will grow strong and produce many fine flowers. White dahlias are in demand and this is one we can highly recommend. Roll of Honor in 1932.....\$2.50
- LORD OF AUTUMN** — I. D. (Almy) Golden yellow. This very large prize winning variety is doubtless one of the best yellows to date. The petalage of this dahlia is of unusually good substance, making it reliable under all weather conditions. The long stems hold the blooms up well. Very popular in many shows.....\$5.00
- MARGARET BROOMALL**—F. D. (Broomall-Success) White. This pure white formal decorative has the record of winning the highest score ever made at the Storrs Trial Gardens and of being the largest dahlia ever grown there. Flowers easily attain 14 inches or better and are of purest white, most beautifully formed and with splendid stems. Doubtless it is one of the most sensational dahlias in existence, and one of the very largest. Winner in the New York Show as the Largest Flower. As this variety is protected under U. S. Plant Patent No. 36 we are permitted to sell it only under patent restrictions. Special order blanks may be had on request.  
Green plants only, \$15.00 each or two for \$25.00, net.
- MARY ELIZABETH REDFERN**—I. D. (Redfern) Orchid rose. An excellent California introduction that was one of the features of last year's Roll of Honor. The color of the flower is lively and distinctive, size is good, general habits satisfactory in every way. A prize-winner.....\$5.00
- MONMOUTH CHAMPION**—I. D. (Kemp) Orange flame. An Eastern novelty of an unusual and beautiful color and with excellent growing habits. Blooms of exhibition size are freely produced and last well when cut.....\$1.00
- MRS. BRUCE COLLINS** — C. (Groll) Light yellow. A very free-blooming cactus variety that we found very interesting. Plant is of medium height and stems are good. Grown to four canes the flower will be of exhibition size.....\$5.00
- MRS. ALFRED B. SEAL**—I. D. (Seal) Rich old rose of medium tone. A very fine introduction that is an Achievement Medal winner and a Roll of Honor dahlia. The blooms are large and deep and carried high on fine stems. Plant is tall and strong .....\$1.00
- MURPHY'S MASTERPIECE**—I. D. (Murphy-Success) Dark red with garnet shadings. An Achievement Medal winner and Roll of Honor dahlia named in honor of the originator who in his lifetime sent out some very popular dahlias. This new introduction is naturally large with all good qualities and it performed wonderfully for us on the Pacific Coast. One of the very largest varieties and a special favorite with us. Winner as largest bloom at the World's Fair Show and winner as Largest in more shows than any other dahlia.....\$3.50
- REINA DE LOS ANGELES** — S. C. (Eppler) Light rose pink. This is quite an unusual variety. The plant is very tall and the stems particularly long jointed. The blooms are of good size, nicely formed and well colored. Very useful as a cut flower.....\$5.00
- RUBY TAYLOR**—F. D. (Garrity) Purplish red. A new and distinctive variety with fine growing habits. Flowers are of good size, well formed and of unusually good substance. Was a winner in the seedling classes and will doubtless continue to be a fine exhibition flower.....\$2.50
- SHEKINAH**—S. C. (Redfern) Shell pink. This new 1936 introduction we have not grown but have been privileged to list it in advance. At San Francisco this year it won as the best specimen bloom in the show and attracted much favorable attention. It is a true semi-cactus in an unusual and pleasing color. Included in the 1936 Roll of Honor.....\$25.00 net
- SONNY BOY** — I. D. (Salem) Old rose and gold. This New Jersey dahlia is of very large size. Will produce many showy flowers on a husky plant of medium height. Much admired....\$2.50
- THOMAS A. EDISON**—F. D. (Dahliadel) Royal purple. This dahlia was personally selected by the late Mr. Edison to bear his name. It has been a consistent prize winner and is very impressive with its rich color and distinctive staghorn petal formation. The blooms grow upright on a stiff stem .....\$1.00
- W. H. WAITE**—S. C. (Boston) Shell pink shading to a cream center. This is a delightful dahlia that is a winner in the "pink" class. It is a typical semi-cactus with ideal habits. The large flower is most artistic and beautiful .....\$1.50
- WENOKA**—F. D. (Hulin) Deep orchid rose. This outstanding new variety at the San Francisco show won for us as the best dahlia of other than California origin. It is a real giant of sturdy growth and great beauty. We are proud of this seedling of Satan, from which we have predicted that a strong new race of dahlias would come. Wenoka will have a great future..\$10.00

# OUR NEW 1936 INTRODUCTIONS AND OTHER DAHLIAS

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**ATTENTION:** In consideration of the acceptance of this order for any of our 1936 Introductions, the purchaser agrees that up to June 15, 1937, the purchaser will not sell or quote prices on any roots, green plants, clumps, cuttings, rooted or otherwise, or pot-roots produced from these 1936 Introductions, for less than prices quoted for the same by the seller in his official price lists, catalogue or catalogues. This agreement covers only the purchase of our 1936 Introductions.

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Write Name Plainly.....

Street and Number .....

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Date shipment is desired.....

[illegible]





**CONDITIONS OF SALE:** All orders for our 1936 Introductions are accepted under the condition that the purchaser agrees, up to June 15, 1937, not to sell or quote prices on any roots, green plants (one-half the price of a root), clumps, cuttings, rooted or otherwise, or pot-roots produced from these 1936 Introductions, for less than the prices quoted for the same by the original seller in his official price-lists or catalogues. This agreement covers only the purchase of our 1936 Introductions.

**EASTERN REPRESENTATIVE:** It will facilitate delivery if orders for shipment east of the Mississippi River are sent to the Success Dahlia Gardens, Lawrence, Mass.

**ORDER EARLY**—Shipments are made about April 1st unless otherwise specified. No deliveries before February 1st. All shipments prior to April 1st, except on the Pacific Coast, are sent by Express Collect to insure against freezing.

**WE GUARANTEE** that all roots are sent true to name and in good growing condition, but beyond this assume no responsibility other than the original price of the root. Prices listed are for strong field grown root divisions. We do not make green plants of our dahlias, feeling they will be heavily propagated in this manner after they leave our hands. Consequently, we have no clumps for sale.

**TERMS**—Cash with order or before date of shipment. On retail orders for California delivery 3% should be added to the amount to comply with the Sales Tax Law.

**FULL DIRECTIONS** for the care of your dahlia garden are enclosed with each shipment.

**EXPLANATION OF TYPES**—According to the American Dahlia Society Classification.

**INFORMAL DECORATIVE (I. D.)**—Double flowers, full to the center, usually with long, twisted petals, and often irregular in arrangement.

**FORMAL DECORATIVE (F. D.)**—Double flowers, full to the center, usually with broad, flat petals, often rounded at the tips, and regular in arrangement.

**CACTUS (C.)**—Double flowers, full to the center, with long, narrow, pointed petals, incurved, recurved or straight, but rolled more than half their length.

**SEMI-CACTUS (S. C.)**—Double flowers, full to the center, with coarse, twisted petals, usually somewhat incurved, and rolled ordinarily less than half their length.

**PEONY (P.)**—Semi-double flowers showing a bright yellow center, having small twisted petals circling about the center.

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